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jc808 U.S. PTO

COMMISSIONER of PATENTS & TRADEMARKS  
Box: **NEW PATENT APPLICATION**  
Washington, D.C. 20231

jc808 U.S. PTO  
09/751603  
12/29/00

Re: Filing of **NEW UTILITY PATENT APPLICATION** of:

Inventor: **Michael SWEETSER**

Title **"Multi-Point, Concurrent, Video Display System Using Relatively Inexpensive, Closed Vehicles"**

Attorney's Docket No.: **SweeM1/2K36**

Enclosed are the **new utility** patent application materials for filing with the U.S. Patent & Trademark Office:

Specification: **52 Pages (including Claims 1-37)**

Sheets of Drawings: **Nine (9) Sheets (Figures 1-10)**

Declaration for Patent Application (**signed by the inventor**)

Communication Disclosing Materials for Consideration by the Examiner

Express Mail Certificate (**EL59880544US**)

Return Receipt Post Card (for date stamping & return)

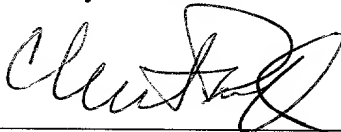
**Filing Fee Check for \$628.00** (P/A-NH Ck. No. 351) as per Fee Schedule of 10/01/2000; covering up to **6** independent claims and a total of up to **37** claims [ $\$355 + (3 * \$40) + (17 * \$9) = \$628$ ].

**APPLICANT IS ENTITLED TO SMALL ENTITY STATUS**

If any additional fee is necessary, please charge the deposit account of the undersigned #16-2605 (**SweeM1/2K36**). Likewise, please credit any over-payment to the same deposit account. Two additional copies hereof are attached.

Respectfully submitted:

12/29/2000  
Date



**C. Emmett Pugh, Reg. No. 22,826**  
Pugh/Associates,  
Patent and TradeMark Attorneys  
82 N. Main Street  
Suffield, CT 06078-2102  
Telephone: +1.860.668.2433  
Fax: +1.860.668.7978  
InterNet: epugh@PatentLaw.com  
**Attorneys for Applicant**

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of: **Michael SWEETSER**

Serial No. [None Yet Assigned]

Filed: [Herewith]

For: "Multi-Point, Concurrent, Video Display System Using  
Relatively Inexpensive, Closed Vehicles"

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**COMMUNICATION DISCLOSING MATERIALS FOR CONSIDERATION  
BY THE EXAMINER IN ACCORDANCE WITH 37 C.F.R. §1.97**

Commissioner of Patents  
and Trademarks  
Washington, D.C. 20231

Dear Sir:

In accordance with Applicant's duty of disclosure to the Patent and Trademark Office, Applicant discusses in the specification of the above identified application matter believed to be relevant to the examination of this application, which discussion is repeated below.

For the convenience of the Examiner, copies of the cited references, which are presently believed to be at least generally relevant to the invention of this application, are enclosed herewith. It is hoped that this material will assist the Examiner in conducting the Examiner's own independent examination.

Applicant respectfully requests the examiner to consider the enclosed materials during the Examiner's thorough investigation of the prior art pursuant to 37 C.F.R. 1.104.

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It is known broadly to use mobile vehicles to display, for example, advertising material or other information.

The following table lists several patents which may be of general background interest to the present invention.

<u>Patent No.</u>	<u>Patentee(s)</u>	<u>Date</u>
4,110,792	Long <i>et al</i>	1978/08/29
4,495,719	Futatsuishi <i>et al</i>	1985/01/29
4,701,627	Gambuit <i>et al</i>	1987/19/20
4,782,615	Futatsuishi <i>et al</i>	1988/11/08
5,005,893	McCray	1991/04/09
5,083,826	McCray	1992/01/28
5,263,756	Gaspar	1993/11/23
5,415,451	Stanton	1995/05/16
5,507,109	Rinzler	1996/04/16
5,918,924	Cowan	1999/07/06

For example, it is known broadly to display advertising or other types of signs or displays on the sides of various, wheeled vehicles; note the '719, '615, '893, '826, '756, '451, '109 and '924 patents, while the '792 patent displays a video signal on a very large screen raised up above its wheeled vehicle for wider viewing at the location of the video signal's origination, and the '627 patent uses an internally located, projection TV video screen directed rearwardly to be viewed through its van's open rear doors.

With respect to the mobile, wheeled vehicle used in the preferred embodiment of the present invention, the '627 patent and the '756 patents are possibly the more pertinent.

The Gambuti *et al* '627 patent is directed to a "mobile display apparatus" (a closed van) in which a projection TV set is located completely inside the van with its single, video display screen positioned to display its images to the rear through the rear doors of the van when the doors are open. This approach greatly limits

the viewing scope or coverage of the display, limiting the viewing audience only to those in the rear in a relatively narrow field of view and cannot be used practically for display while the vehicle is in motion.

Also, the need to open up the doors for display operation exposes the interior of the van to the ambient during display operations, a distinct disadvantage when in inclement weather, such as cold, windy weather or rain or snow, etc. This "open door" arrangement likewise raises security issues, requiring a watchful operator to be ever present and vigilant to unauthorized personnel gaining access to the van's interior where, for example, all of the expensive, highly desirable, electronic equipment is located. To gain access, apparently one merely needs to go through the open doors and remove some black canvas sheeting (400 of Fig. 9, col. 3, lines 45-57) to gain access to all of the electronic equipment.

In contrast, the present invention in its preferred embodiment preferably uses a closed body vehicle with side wall cut-outs sized to match the TV or video display screen, with no significant, if any, gaps between the side screens and the remaining vehicle walls, providing reasonable security, even allowing an operator to position the vehicle, start-up the equipment to display the desired video signal, and even leave the vehicle for, for example, a lunch break or the like, with the standard vehicle doors locked, thereby still maintaining reasonable security from theft. Also, in the present invention, with operation allowed with all doors closed, adverse weather conditions that might damage the electronic equipment in the '627 patent or make discomfort for the operator in

the '627 patent is not a significant factor in the present invention.

The Gaspar '756 patent is directed to a closed body "advertising vehicle" in which racks of multiple TVs (e.g., sixteen TVs in each side wall rack) are located in the side wall areas of the vehicle. This approach, involving in the exemplary embodiment a total of thirty-two! TV sets, generates a very large amount of heat, requiring the use of a relatively expensive, high energy usage, separate air conditioner (7 of Fig. 2). Additionally, the large TV racks takes up almost all of the previously existing wall areas, estimated to be over eighty (80%) percent of the total side wall area, raising problems of structural integrity in the vehicle body requiring substantial restructuring of the body's walls and roof, and leaving no room for a side door or additional areas for signage or the like.

Again this is significantly different from the preferred approach of the vehicle aspects of the present invention.

Additionally, with respect to all of the foregoing patents, in the preferred embodiment of the present invention, the advertising or video display aspects include a multiple-point arrangement in which multiple, mobile, video display vehicles are geographically dispersed (typically miles away from at least some), each using, for example, a satellite feed or wireless-feed, "internet" signal to, for example, concurrently display the same video signals at each geographically spaced location preferably in coordination with each other.

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With respect to the McCray '893 & '826 patents, the McCray approach is directed to the use of a long bed trailer having an unusually configured, indicia display superstructure of some complexity mounted on the bed of the trailer, in which the side walls of the superstructure are each canted inwardly toward the cab and canted inwardly toward their tops, forming trapezoidal configurations at their combined top and front and rear. External lights are used to illuminate the **non**-video indicia displays that take up the full sides of the superstructure and require a change out of panels to change the indicia display. The McCray approach appears to be primarily designed to be viewed by people located in front of and to the sides of the trailer as the driver is driving down the road. This approach is in contrast to the preferred, relatively inexpensive, relatively short, enclosed body vehicle of the present invention, which generally or substantially has a rectangular or box-like configuration to its closed body as used in "off-the-shelf," standard vehicles, in which there are side video displays which still leave a substantial portion of the side walls of the vehicle in place and are often, if not more often, used for static (*i.e.*, vehicle is parked) display of the preferably constantly and instantly changeable, video signals.

With respect to the Long *et al* '792 patent, it is directed to a "mobile information display system" which is transported to the site of a sports or entertainment event and then erected way above the vehicle to provide a large screen display of video images produced by a live TV camera so that even those members of the audience who are unable to obtain a full view of the actual

activity may see the field action as well as instant replays on the erected vehicle screen. This again is a very expensive, highly customized type vehicle requiring a complex, expensive erection subsystem located on the bed of a long bed trailer (note, e.g., Figs. 2-4). The difficulty of movement and placement of the large, McCray vehicle and its great expense and possible need for multiple operators, make it, not only very different from the basically "off-the-shelf," relatively inexpensive, closed body vehicle of the present invention whose body only needs to have limited, rectangular sections cut out from each side wall, the McCray vehicle also is not practical in the multi-point advertising aspects of the present invention.

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It is believed that the claimed invention is neither anticipated by nor obvious over the cited references, whether taken individually or in any proper combination, and hence is patentable under both 35 U.S.C. §102 and §103, respectively. Accordingly, allowance of the application is respectfully requested.

Applicant hopes that the above comments, together with the detailed discussion of the background of the invention in the application, and the enclosed copies of the reference materials may be helpful to the Examiner in the Examiner's search of the art. Applicant respectfully requests that the Examiner make the herein cited references of record with respect to this application.

A filled out PTO Form No. 1449 ("Information Disclosure Citation in an Application") is attached.

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Chris Huff

**C. Emmett Pugh, Reg. No. 22,826**  
Pugh/Associates,  
Patent and Trademark Attorneys  
82 N. Main St.  
Suffield, CT 06078-2102  
Telephone: +1.860.668.2433  
Fax: +1.860.668.7978  
Internet: epugh@PatentLaw.com  
**Attorneys for Applicant**